

GREAT AUTO ROUTES LAID OUT BY MANY PATHFINDER CARS

With the arrival at Los Angeles, California, November 26, of the field representative of the American Automobile Association, A. L. Westward, there was completed, with about a week to spare, the most extensive long distance pathfinding program ever undertaken. Leaving New York, June 11, the "Northwest Trail" transcontinental route was put through Buffalo, Chicago, St. Paul and Minneapolis to Seattle, including connections to Yellowstone Park and Glacier Park. This was followed by a run down the "Pacific Highway" from Seattle to Portland and San Francisco, from which city Mr. Westward started east at once on the "Overland Trail" to Salt Lake City, Cheyenne, Omaha, Chicago and New York, including a loop from Cheyenne to and from Denver.

Total Mileage. Leaving New York, October 1, the "Midland Trail" was laid out through Philadelphia, Pittsburgh, Indianapolis, St. Louis, Kansas City, Denver, and Salt Lake City to Los Angeles, where the field work for one year came to an end. The distance covered on the "Northwest Trail" (including the two

national park connections), was 4,196 miles; on the "Pacific Highway," 1,016 miles; on the "Midland Trail," 3,547 miles. This makes a route-laying total of 12,678 miles, with some incidental trips where no account of the mileage, covered by the Pathfinder "30."

With the exception of less than 600 miles (between New York and Newburg, N. Y., and between Westfield, N. Y., and Chicago), no part of any route was covered twice, and more than 8000 miles was over roads that had never been charted before. These will be published during 1913 in three new separate books, uniform with the "Trail to Sunset," making in all four cross country routes that will carry the bulk of travel for years to come. No less remarkable than the trips themselves has been the interest aroused, particularly on the routes west of the Mississippi river. Automobile clubs and good roads associations, as well as public spirited cities and towns, have not only encouraged the work, but in many cases have competed with each other for the honor and advantage of being located on one of these through lines.

AUTO NOTES

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tile shows in New York," says C. H. McCausland of the Kissel Kar, "pictures to my mind not alone that the thousands who attend will see, but the equally important features of the industry that they will not see."

"They will look upon a bewildering exhibition of handsome cars, brought to the highest degree of mechanical as well as aesthetic perfection. They will try the most comfortable seats, listen to the buzz of the most silent motors, test the simplest and easiest operation, wonder at the efficiency and convenience of the new starting and lighting devices—in fact, in every feature of the invisible chassis and the visible tonneau they will note and wonder at the progress made by the carmakers."

"Yet, if it were possible, we would rather show those thousands through one of our service buildings, situated throughout the country, than meet at the shows. While we are proud of our product, we are prouder perhaps of the manner in which our service facilities have been organized and developed. The car owner today is entitled to have mechanical care taken entirely off his hands, and this kind of service standing back of the Kissel Kar is an inestimable added value offered to every purchaser. It cannot be seen at the shows, but in our service buildings, which are located here and in all principal cities, the proof is gladly exhibited and demonstrated."

Announcement is made of an alliance between one of the best known and well liked figures in the automobile world, Col. K. C. Pardee, and the Briggs-Detroit Company. The Colonel, according to this announcement, becomes New York dealer for this company.

There are few better known figures in the motor car world than the Colonel, who has long been identified with the Maxwell interests. In speaking of the industry and the conditions at present holding in the selling end, Col. Pardee commented on the dawn of a new era in the merchandising of high class cars at a moderate price. It is the Colonel's belief that changed conditions in the automobile business make necessary a new method of handling the dealer's end.

In discussing his reasons for changing his base of operations, Col. Pardee said: "I feel that there are wider opportunities for an aggressive policy if one is enlisted in the ranks of a progressive concern that has a full realization that the greatest growth in the automobile business is to be looked for in moderate priced, high grade cars that offer the purchaser every convenience and utility. The Briggs-Detroit Company is just such a company, as it has definitely and surely shown during the two brief years it has been marketing its car. The country is completely covered with its dealers—every important selling and distributing center has a representative dealer—a man selected because of his peculiar individual fitness for the work. And that is why I have accepted the dealership in New York City for the Detroit car."

The noises that an automobile makes may be divided into two main classifications—those indicative of harmfully abnormal conditions, and those coming from conditions not harmful as affecting the operation of the car. Thus, the knock of a loose bearing in the motor indicates a condition which should be remedied at once, before the crankshaft is injured, while the rattle of a mudguard will not affect the running of the car in the least. Whatever the cause, however, no noise is necessary, and there is no noise that the automobile makes that cannot be prevented or silenced. It is true that the usual poppet valve gear is rather noisy, especially after the car has run for a year, but it may be muffled practically to silence by the use of cover plates to house it, these having the advantage of keeping grit cut as well as sound in. When all is done by manufacturer that can be done, then things rest with the private owner. In a machine of so many moving exhibition will be managed by Harry A. C. Brown, a veteran show manager. Mr. C. Brown is President of the National Printing and Advertising Exposition, and he has had considerable experience promoting industrial exhibitions throughout the country.

"The reach of the big auto-

in parts as the automobile, attention and care are the only means of keeping in noiseless running condition the parts the manufacturer, by design has provided shall be noiseless must rely on the private owner to keep in condition the car which is originally designed to be noiseless.

Savannah, Ga., has had the opportunity to compare the costs of horse and motor equipment for its fire department, and the figures as compiled by the fire chief show that during the nine months of service the apparatus has saved the city \$4,064. During the first nine months of 1911, before the motor apparatus was installed, the cost of maintaining the fire department was \$3,217.55, exclusive of salaries, while for the same period this year the cost was but \$4,252.95. Taking the first nine months of the two years, one by one, it is seen that at first the motor apparatus cost more. During January, 1912, the department cost for maintenance \$659.86, as against \$362.93 for January, 1911, with horse apparatus. February, however, showed a large saving. The horses had cost \$1,804.75, while during the same month in 1912 the motors cost but \$328.03, including the maintenance of several horses that had been retained, and for which the feed had increased in price. March showed a saving of \$379.40, the horse apparatus costing in March, 1911, the sum of \$1,042.33, while the motor apparatus cost but \$652.73 for March of this year. April showed another big saving, of almost \$1,000. During April, 1911, the department cost \$1,455.51 to maintain, while for April of this year the cost was \$463.80. May, however, showed an increase of \$135.69, for some reason or other, which the chief did not explain. June got back in the fold with a saving of \$637.41. July was also good for a saving of almost \$300 the cost for that month in 1911 being \$68.16, while July, 1912, cost the city \$679.80 for the maintenance of the few horses that were kept.

BIKERS HARD AT SIX-DAY GRIND

NEW YORK, Dec. 12.—Several exciting incidents marked the continuation of the six-day bicycle race at Madison-square Garden tonight, but neither accident nor sport eliminated any of the riders nor damaged their relative positions. The score at the end of the ninety-fifth hour, at 11 o'clock, was 1855 miles and four laps for twelve of the fourteen teams, with the Suter Brothers and Carmen-Lofron teams each two laps behind the leading bunch. The record was three miles seven laps ahead of the best previous record by Walthour and Collins in 1909.

Oscar Egg of the French team crashed into Bobby Walthour's wheel on one of the turns shortly before 10 o'clock and both were thrown. While Egg regained his feet and wheel, Walthour was picked up unconscious, but it was found that he was not seriously injured, and later he appeared on the track.

Between 9 and 11 o'clock there were several sprints. In the most sensational one, at 10:35, the Grenda-Pye team was said to have practically gained a lap, but the referee did not allow it on the ground that the riders had not quite overlapped the leaders when the sprint ended by a puncture of Fogle's tire.

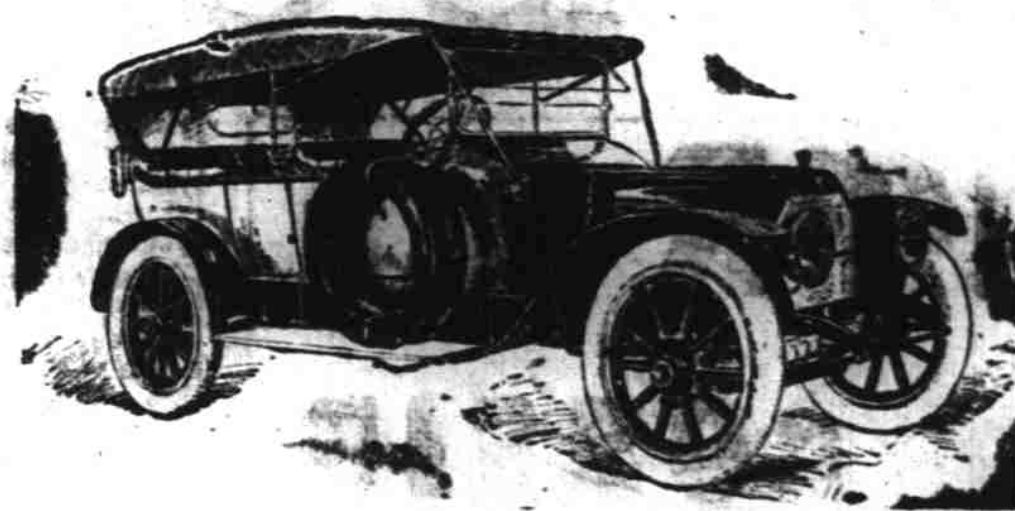
At midnight the score of the twelve leaders was 1874 miles 9 laps, while the two trailing teams had gone 1874 miles 7 laps. The leaders were three miles six laps ahead of the record.

To pack away summer or winter clothing so that it will not be attacked by moths, get a large packing box, line the box throughout lid and all, with tar paper, overlapping it in tacking it together, so that no light can get into the box. Those who have tried this declare it to be absolutely satisfactory as a mothproof clothes box.

SOMETHING DEPENDABLE.

Chamberlain's Cough Remedy never disappoints those who use it for obstinate coughs, colds and irritations of the throat and lungs. It stands unrivalled as a remedy for all throat and lung diseases. For sale by all dealers. Benson, Smith & Co., Ltd., agents for Hawaii.—advertisement.

The "54" HUDSON—a "SIX"



Speed: 65 Miles per hour
58 Miles per hour
in 30 Seconds
from Standing Start

The Answer Is Here

to that oft asked question: "What will Howard E. Coffin do when he builds a 'Six'?"

The "54" HUDSON is Mr. Coffin's reply to the most frequently asked question heard since the beginning of six-cylinder talk.

The car is here now. Experts who have driven the "54" through mountains, over long tours, in both winter and summer, and who have observed its ideal smoothness and flexibility, claim it to have no superior in any automobile, regardless of make or cost.

Many owners of the highest priced cars have remarked after examining and riding in the "54" that it is foolish for anyone to pay more for an automobile than it sells for, no matter what demands they have or how fastidious they may be.

The surprise to all motorists is that Mr. Coffin developed the "54" HUDSON along entirely different lines from those he had followed in designing his four-cylinder cars.

He is too shrewd a designer to attempt such a departure unaided. Before starting his "Six" he built up his Board of 48 Expert Engineers. Then they all worked together for two years—until every man agreed that this was the best he knew.

CAME FROM EVERYWHERE

Gathered from everywhere, possessing the training and experience acquired in 97 factories, some of them in Europe, these men have helped to build more than 200,000 automobiles.

Mr. Coffin wanted his six-cylinder to be a wonderful car. He knows, as well as anyone knows, the limit of any one man's ability. He knows there is much in six-cylinder cars that four-cylinder experience has not taught. So he went after the men who had done the most as six-cylinder designers.

WHERE ONE-MAN CARS FALL SHORT

No man need be told that Howard E. Coffin leads all in building four-cylinder cars. No other designer has built as many successful automobiles. But the mastery of cars of the four-

cylinder type is no indication that the man is master of the six.

Many a designer has learned that to his sorrow. Six-cylinder cars have wrecked splendid reputations built up by years of four-cylinder accomplishment.

ADDING TWO CYLINDERS WON'T MAKE A GOOD SIX

Very few designers have been able to get in excess of 30 per cent increased power from their six-cylinder motors of the same bore and stroke as used in their "four." Although they have added 50 per cent to the piston displacement, have practically doubled the gasoline and oil consumption, have increased the weight and have made the car more costly to operate, many sixes have failed entirely to develop that flexible smoothness for which sixes are really built.

Thus is shown the shortcomings of the one-man idea of designing. When one man dominates in the designing of an automobile, it expresses his ability and his limitations. Every man is over-developed in one way or another. Every man is good at one thing and not so good at other things. No man is perfectly balanced, and no machine designed by any one man can be more rounded toward perfection than can be the ability and experience of the man who designed it.

THIS NOT A ONE-MAN NOR A ONE-IDEA CAR

But with 48 men, all concentrating on one car, not much is apt to be overlooked. No one man dominates. Each individual is a specialist in some branch of the work at which no one of his associates is quite his equal.

Consequently the "54" HUDSON is thoroughly proportioned.

It is not merely a "Six" which is made so by the addition of two cylinders to a good four-cylinder car.

It has power. But its power is not abnormal in proportion to its other parts. It has beauty. But no detail of its mechanical design is overlooked.

Electric Self-Cranking—Electrically Lighted

COMFORT.

Modern automobile designing is tending toward comfort and convenience. The time was when people were willing to put up with a great deal of inconvenience in their automobiles. They realized that a 150-mile drive in a day was fatiguing. Unless he was particularly robust, the driver hardly felt like covering a similar distance the next day. His passengers usually were tired and cross at the end of the day's journey.

But in the HUDSON every known development looking toward easy riding qualities is incorporated.

The upholstery is 12 inches deep—Turkish type. You sink down into it and lounge restfully in its softness as you rest in a favorite chair. The springs are flexible, bodies rigid and well proportioned. There is roominess in the tonneau and in front.

COMPLETENESS.

The regular equipment includes an electric self-starter which, by the touching of a button and the pressure of a pedal starts the motor 100 times out of 100 trials. It is 100 per cent sure.

Electric lights are operated from a generator, also a part of the self-cranking arrangement. They project a brilliant light for a much greater distance than gas, and are controlled from the driver's seat.

The windshield has a rain vision arrangement which permits driving in a blinding rain with clear vision for the driver and with full protection to the occupants of the front seat. The windshield is made integral with the body.

The very appearance and feel of the "54" express its quality. A gauge indicates the flow of oil through the crank case. The oil itself is not seen. A hand records that proper lubrication is being given to all parts, and another gauge indicates the supply of gasoline. There is a speedometer and clock. All these are illuminated. The condition of the car and its supplies both day and night are at the immediate observation of the driver.

Demountable rims and big tires—36" x 4½"—minimize all tire cares. Tire holder, tools and every item of convenience are also included.

GET-AWAY—SPEED—POWER

From a standing start, the "54" HUDSON will attain in 30 seconds a speed of 58 miles an hour. That indicates its get-away. What other car do you know that will do as well? On the speedway at Indianapolis, a

stock car, fully equipped, having two extra tires and hauling four passengers, top down and glass windshield folded, traveled ten miles at the rate of 82½ miles an hour. This is marvelous when you consider that only twelve months ago a \$500 prize was offered to the stock touring car similarly equipped that would do one mile in one minute flying start on that track. Several well-known cars attempted the feat but failed to make good. Well-known racing drivers pronounced the "54" HUDSON the fastest stock touring car built. It was not planned as a speed car, but as an ideal automobile for every requirement. It will go as slowly as 2½ miles an hour on high and fire evenly or all six cylinders. It will jump to 58 miles an hour within 30 seconds from a standing point. There is more speed in the "54" HUDSON than any driver, except an expert, traveling over a protected and absolutely cleared course, should ever demand of it.

THE CHASSIS IS SIMPLE.

There are but two grease cups on the motor. Other lubricating points throughout the chassis are just as accessible.

Consider the importance of choosing a car complete in every detail. In your selection of an automobile it is important that not one item of its design and construction has been overlooked.

It is equally apparent that no one man is so infallible that he is not apt to make mistakes. The safeguard against error is in having many experts design the car. What one overlooks or is unable to accomplish, an associate corrects, or is able to do. These 48 men, put into the car all that they have learned elsewhere. Can you imagine their leaving anything undone in a car they combined in building?

And can you think it possible that anyone is likely to soon produce anything that these men have not already anticipated and that is not already on the "54" HUDSON?

If you do not know the name of the HUDSON dealer nearest you, write us. We will arrange a demonstration that will give you a new meaning of automobile service.

If you are interested in automobiles, it will pay you to have your name on our mailing list. Send us your address.

Electric Self-Cranking. Automatic. Will turn over motor 30 minutes. Powerful enough to pull car with load. Free from complications. Simple. Positively effective.

Electric Lights. Brilliant head lights. Side lights. Tail lamp. Illuminated dash. Extension lamp for night work about car. All operated by handy switch on dash.

Ignition. Integral with electric cranking and electric lighting equipment. Gives magneto spark. Known as Delco Patented System, the most effectively efficient yet produced.

Power. Six cylinders in blocks of three. Long stroke. New type, self-adjusting multiple jet carburetor. High efficiency, great economy. 57.8 horsepower, brake test. 54 horsepower at 1500 revolutions per minute.

Speedometer and Clock. Illuminated face. Magnetic construction. Jeweled bearings. Eight-day keyless clock.

Windshield. Rain vision and ventilating. Not a makeshift. Not an attachment. A part of the body.

Upholstering. 12 inches deep. Highest development of automobile upholstery. Turkish type. Soft, flexible, resilient. Comfortable positions. Hand-buffed leather.

Demountable Rims. Latest type. Light. Easily removed. Carry 36x½ inch Fisk tires—heavy car type. Extra rim.

Top. Genuine mohair. Graceful lines. Well fitted. Storm curtains. Dust envelopes.

Bodies. Note illustration. Deep, low, wide and comfortable. You sit in the car—not on it. High backs. Graceful lines. All finished according to best coach-painting practices. 21 coats—varnished and color.

Nickel trimmings throughout.

Gasoline Tank. Gasoline is carried in a tank at rear of car. Simple, effective, with two pound pump pressure. Keeps constant supply in carburetor either going up or down hill. Magnetic gasoline gauge continually indicates gasoline level.

Bearings. All roller bearings, thoroughly tested. Latest type.

Wheel Base. 127 inches.

Rear Axle. Pressed steel. Full adjustable, full floating. Large bearings. Heat-treated nickel steel shafts. Easily disassembled, an item which indicates the simplicity and get-at-ability of the entire car.

Simplicity. The HUDSON standard of simplicity is maintained. Every detail is accessible. There is no unnecessary weight. All oiling places are convenient. Every unit is so designed that it can be quickly and easily disassembled. Think what an advance this is over even the previous HUDSON—the "33"—the "Car with 1000 less parts."

Models and Prices. Five-Passenger Touring. Torpedo. Two Passenger Roadster—\$2450, f. o. b. Detroit. Seven-Passenger Touring Car, \$3500 additional. Limousine, 7-passenger, \$3750; Coupe, 3-passenger, 2950. Extra open bodies furnished with either Limousine or Coupe. Price quoted on request.

The Hudson "37"—"The four-cylinder masterpiece" with the same high quality of finish and equipment as is used on the "54" is \$1875 f. o. b. Detroit. It is furnished in models of 5-passenger Touring Car, Torpedo and 2-passenger Roadster. See it also.

Associated Garage, Ltd.

F. E. Howes, Mgr.

Phone 2388